

ERC 1968

TRENDS IN AND THE FUTURE FOR HOUSEHOLD CLEANING PRODUCTS

For the purpose of our reports over the years, we have broken down the range of household cleaning products, and classified them as follows:-

Detergents

Washing Detergents
Cleaning Detergents

Soaps

Washing Powders
Household Soaps
Toilet Soaps
Liquid Soaps

Polish

Household Polish
Shoe Polish

Cleaners & Scourers

Carpet Shampoos
Window Cleaners
Pan Scourers
Oven Cleaners
Lavatory Cleaners

Other Products

Bleaches
Disinfectants
Air Fresheners

Market investigations into Household Cleaning Products have been undertaken since 1961 and we are thus able to give a confident assessment of the trends, and the future market. We provide in this article a general assessment for the overall market, for all the products, but this will be followed by a selection of the individual products being analysed in more detail. In issue No. 6 of Market Research, the product which we will be looking into in greater depth will be Household Polishes. We turn now to the general section on Household Cleaning Products

GENERAL APPRAISAL OF THE CURRENT MARKET

In many other industries as well as those devoted to household cleaning products, there is an ever increasing tendency to take the hard work out of any form of labour. The major aim of the newer household cleaning products is to take the 'elbow grease' out of housework. At the same time as serving the housewife and making her work easier, these products have formed a highly lucrative industry. Just recently however there have been certain discouraging tendencies within the market, which have shown up in some cases as considerable falls

in demand. With the background of amalgamations in the air, mergers and offers, this whole market is one which is likely to change considerably in outlook and structure in the next few years. In some sections, a number of products have reached something of a plateau in their progress and for other products there has been a downright contraction in demand. However, there are some encouraging features in the market in as much as other products have continued to extend themselves and increase yearly turnover.